WDAF - TV - Issue Ad Public File Checklist

Accepted:	Rejected: (mark one)	
,		
Class of Time: _	issue Colle	
	110	
light dates and t		
Rate charged	issue	
	anti- loun brunner	
Description of Iss	sue	
412101	Mulberry Dr. Suite Dvo, Kc pur 641	l G
Address of Spon	soring Organization	

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Telephone Numi	per of Sponsoring Organization Email Address	
Telephone Numi	per of Sponsoring Organization Email Address	
	per of Sponsoring Organization Email Address ers/Directors/Executive Committee	
Sponsor's Office	ers/Directors/Executive Committee	
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Sponsor's Office James Description of su	C Thomas III ubstantiation provided (if any) ship Identification: Yes No	

00:15:00

09782358

WDAF-TV

ORDER

Flight Dates 08/03/12-08/07/12

Product

Estimate #

565919 Contract / Revision

NOW OR NEVER PAC

Order Sep

Alt Order #

Original Date / Revision

Agency Com

Billing Type

15%

Cash

08/03/12 08/03/12

Billing Contact

Order Type **GENERAL**

Advertiser Now or Never PAC

500 N Washington St Suite 303

Billing Cycle

EOM/EOC Billing Calendar BROADCAST

Media Placement Technolog Alexandria, VA 22314

Demographic

Agency

Rev Codes

SP-POL PLI

POL

Buying Contact

Sales Office DC-M

Product Codes PL2B

Sales Region NAT

Priority

2

A35+

PO Box 288 Alexandria, VA 22313

Agency Ref

Advertiser Ref

Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date End Date Dan Driscoll 100%

Order Share 25% Market Value 26000

(Competing Station	% of Order	Amount
Į	KCPT	%	0
j	KCTV	25%	6500
ŀ	CWE	%	0
ł	KMBC	25%	6500
ŀ	KMCI	%	0
1	KPXE	%	0
į	KSHB	25%	6500
	KSMO	%	0

Order Totals Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	ross Amount
August 2012	10	\$5,525.00	\$6,500.00	0.00 07/30/12	08/06/12	10	\$5,525.00	\$6,500.00
Totals	10	\$5,525.00	\$6,500.00	0.00				

E 1 4 08/06/12 08/06/12 M-F 5-6p													Tota	ıls
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Rating Section Rate Rating Section Rate Section Rate Rating Rating Rate Rating Rating Rate Rating Rating Rate Rating Rating Rate Rating Rate Rating Rat	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type 3	Spots	Amount
NEWS Start Date End Date Weekdays Spots/Week Rate Rating	E 1	4	08/06/1:	2 08/06/12	M-F 5-6p	CM-All	530-6p	M	:30	2	\$550.002	0.00 NM	2	\$1,100.00
Start Date Week: 08/06/12 End Date Weekdays Weekdays Spots/Week Rate Rating Rating E 2 4 08/06/12 08/06/12 08/06/12 M-F 5-6p CM-All 5-530p M CM-All 5-530p M 30 2 \$550.00 2 0.00 NM 2 \$1,100.00 NM NEWS Start Date Start Date Weekdays Weekdays Spots/Week Rate Rating Neek: 08/06/12 08/12/12 M Rating Rating Neek: 08/06/12 08/06/12 08/06/12 N-F 9-10p NEWS N CM-All 930-10p NEWS N					530-6p		(5:30 PM-6:	00 PM)						
Week: 08/06/12 08/06/12 08/06/12 M-F 9-10p CM-All 930-10p Mare End Date Weekdays M CM-All 930-10p Mare End Date Meekdays Mare 9-10p CM-All 930-10p Mare End Date Meekdays Mare 9-10p CM-All 930-10p Mare End Date Meekdays Meekdays Meekdays Mare 9-10p CM-All 930-10p Mare Mating Mare 130 1 \$825.00 2 0.00 NM 1 \$825.00 2 0.00 NM		NEWS												
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Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12 M 2 \$550.00 0.00 E 3 4 08/06/12 08/06/12 M-F 9-10p CM-All 930-10p M :30 1 \$825.00 2 0.00 NM 1 \$825.00					5-530p		(5:00 PM-5:	30 PM)						
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E 3 4 08/06/12 08/06/12 M-F 9-10p CM-All 930-10p M :30 1 \$825.00 2 0.00 NM 1 \$825.0		Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	V	/eek: 08	/06/12	08/12/12	M	2	\$550.00	0.00						
930-10p (9:30 PM-10:00 PM)	E 3	4	08/06/1	2 08/06/12	M-F 9-10p	CM-All	930-10p	M	:30	1	\$825.002	0.00 NM	1	\$825.00
(2,22, , 2,20, 11)					930-10p		(9:30 PM-10):00 PM)						
NEWS		NEWS										i		
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u>		Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/06/12 08/12/12 M 1 \$825.00 0.00	V	/eek: 08	/06/12	08/12/12	M	1	\$825.00	0.00						

Print Date: 08/03/12

Page 2 of 2



565919

Flight Dates 08/03/12-08/07/12

Hiatus Dates

Original Date / Revision 08/03/12/ 08/03/12

Order Sep 00:15:00

Advertiser Now or Never PAC

Product NOW OR NEVER PAC

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	-	als Amount
E 4	4	08/06/12	08/06/12	M-F 10-1030p	CM-All	10-1030p	M	:30	2	\$825.002	0.00 NM	2	\$1,650.00
				M-F 10-1030p									
	NEWS												
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 08	/06/12	08/12/12	M	2	\$825.00	0.00						
E 5	4	08/06/12	08/06/12	M-F 1030-1102p	CM-All	1030-1102p	M	:30	2	\$500.002	0.00 NM	2	\$1,000.00
				M-F 1030-1102p									
	NEWS												
	Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
W	eek: 08	/06/12	08/12/12	M	2	\$500.00	0.00						
N 6	4	08/06/12	08/06/12	M-F 9-10p	CM-ÁII	9-930p	M	:30	1	\$825.002	0.00 NM	1	\$825.00
				9-930p		(9:00 PM-9:3	0 PM)						
	NEWS			·									
	Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
W	eek: 08	/06/12	08/12/12	M	1	\$825.00	0.00						
 											Totals	10	\$6,500.00